

EUGENE

TALENT ★ MAGAZINE

MEDIA KIT



sales@eugenetalent.com
800-890-1026 x325

www.eugenetalent.com



EUGENE TALENT MAGAZINE

Eugene is the second largest city in the U.S. state of Oregon and the county seat of Lane County. It is located at the south end of the Willamette Valley, at the confluence of the McKenzie and Willamette rivers, about 50 miles (86 km) east of the Oregon Coast. Eugene is home to the University of Oregon. The city is also noted for its natural beauty, activist political leanings, alternative lifestyles, recreational opportunities (especially bicycling, running/jogging, rafting, kayaking), and focus on the arts. Eugene's motto is "The World's Greatest City of the Arts and Outdoors." It is also referred to as the "**Emerald City**", and "**Track Town, USA.**" The Nike corporation had its beginnings in Eugene.

Eugene is named after its founder, Eugene Franklin Skinner. In 1846, Skinner erected the first cabin in the area. It was used as a trading post and was registered as an official post office on January 8, 1850. At this time the location was known as Skinner's Mudhole. Skinner founded Eugene in 1862 and later ran a ferry service across the Willamette River where the Ferry Street Bridge now stands.

There were 58,110 households, of which 25.8% had children under the age of 18 living with them, 40.6% were married couples living together, 9.7% had a female householder with no husband present, and 46.1% were non-families. 31.7% of all households were made up of individuals and 9.4% had someone living alone who was 65 years of age or older. The average household size was 2.27 and the average family size was 2.87.

In the city, the population was spread out with 20.3% under the age of 18, 17.3% from 18 to 24, 28.5% from 25 to 44, 21.8% from 45 to 64, and 12.1% who were 65 years of age or older. The median age was 33 years. For every 100 females, there were 96.0 males. For every 100 females age 18 and over, there were 94.0 males.

Submission Deadlines

21st of every month

PRICING:

Ad Type	Width	Height
Full page	7.25"	X 9.375"
1/2 page	7.25"	X 4.5"
1/4page	3.5"	X 4.5"

COLOR DISPLAY ADS

Size	1x	3x	6x	12x
Full page	\$350	\$320	\$300	\$275
Half page H or V	\$250	\$220	\$200	\$175
Quarter page H or V	\$150	\$120	\$100	\$ 75

AUDIO VISUAL ADS

Add The Audio Visual advantage* to your display ad and get added bonus.

- 15 Sec A/V Ads \$ 500
- 30 Sec A/V Ads \$ 800
- 60 Sec A/V Ads \$1200
- 120 Sec A/V Ads \$1500

*Audio Visual ads will be embedded along with your display ads in the online magazine.

DESIGN SERVICES

Ad Design \$50* (*With maximum two revisions)

(Ad copy to be provided by advertiser. All ads designed by Eugene Talent Magazine will be considered the sole property of the Magazine, unless otherwise negotiated.)



▶ INTERNET ADVERTISING:

The current *edition* of the magazine is on display at www.eugenetalent.com. Click on the photo of *the front cover*, it will open an *electronic* version of the entire magazine.

Multi edition Advertiser: Can also take advantage of upgrades, such as; Banner Ads **and** linking to their website and email address. Contact **Eugene Talent Magazine** for more details....sales@eugenetalent.com

Payment Options: Advertisers can pay by check or credit card. If paying by check; the first payment must be received prior to publication and all recurring ads will be invoiced for payment prior to publication.

Payment by credit card: All credit card payments will be **processed through paypal**.



▶ AD REQUIREMENTS:

- Ads must conform to sizes specified on Advertising Rate Sheet.
- Ads are accepted via email (attachments must be 5 MB or less) or CD-ROM.
- For A/V ads, the file must be in avi format with mpeg-4 compression.

▶ ACCEPTABLE FILE FORMATS FOR CAMERA READY ARTWORK:

Adobe Acrobat

QuarkXPress, InDesign, or PageMaker

Adobe Illustrator or Macromedia Freehand

Photoshop

PDF (use "Press Optimized" settings in Distiller.)

(include all linked graphics and fonts)

(convert fonts to outline and save as EPS)

TIFF, EPS, or JPEG (minimum 300 dpi)

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ADVERTISING ORDER

AD INSERTION(s) (BUSINESS OR ORGANIZATION NAME)	UNIT SIZE	FREQUENCY DATE	1ST RELEASE (THEREAFTER EVERY EDITION)	SPACE CHARGE (PER EDITION)	A/V ADS	TOTAL CHARGES

Special Instructions :

Sales Associate (Print Clearly)

Name of Business

Mailing Address

City Zip

Telephone Fax

Web Address E-mail

SIGNATURE

Date

TERMS & CONDITIONS :

1. TALENT MAGAZINES, INC. guarantees to protect this client from increases in space charges until the expiration of this advertising order.
2. This order cannot be cancelled prior to the first edition.
3. Frequency rates are contingent upon insertion in successive edition. Clients who fail to comply with insertion requirements will be short-rated (billed retroactively at their actual earned rates).
4. Accounts are due & payable upon signing of this contract.
5. Ad copy must be approved or approved with changes within 2 days, and with no further liabilities to TALENT MAGAZINES, INC.
6. There are no refund under any circumstance.
7. By my signature below I signify I am enrolling my business in the Eugene Talent Magazine(s) designated on this order and that I understand the applicable terms and conditions.

CHECK #	AMOUNT
DATE :	

Basic Rate
Production costs
TOTAL DUE
Amount Received ...

For TALENT MAGAZINES, INC. Use

Cust #	Category	Rep:	Vol. #	Copy instructions due : ___/___/___	Contact Person _____
				Address for Copy : _____	
				Telephone No. And Fax No. : (____) _____ (____) _____	